

The background of the entire page is a photograph of a cranberry bog. In the foreground, a large wooden tray is filled with a dense layer of bright red cranberries. In the middle ground, there is a body of water reflecting the sky and the surrounding landscape. The background features a line of trees with autumn foliage in shades of green, yellow, and orange. The sky is a clear, pale blue.

Ocean Spray
— Our Story —





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**Who
We Are**

...

**We are
cranberry
growers.**



700+

#1

**World's leading producer
of cranberry products**

**Best-selling brand
in the bottled juice
category in
North America**

Our cranberries are included in

1,000+

products sold in

100+ countries



Helping to
preserve the family
farming way of life
for generations.

2,000+



The average size of an Ocean Spray family farm is 18 acres.

25 percent of Ocean Spray farmers are 4th generation or greater.

On average, farms have been handed down for 2.5 generations.

Our Heritage

...

Ocean Spray was founded in 1930 by three independent cranberry growers who shared a passion for cranberries. They believed, by joining forces, they could create a strong cooperative that would one day allow them to share their love of cranberries with the world.

Their vision, hard work and innovation set the standard for the Cooperative you see today. Ocean Spray is now one of the most successful cooperatives ever, with more than 700 family farms across North and South America delivering cranberry goodness to just about every corner of the globe.



Most people see a little red cranberry. But then our founders weren't



Marcus Urann
United Cape Cod Cranberry Company/ Ocean Spray Preserving Company, a pioneer in cranberry canning



John Makepeace
Makepeace Preserving Company, whose family is still growing cranberries in Massachusetts



Elizabeth Lee
Enoch F Bills Company of New Egypt, a leader in the New Jersey market

Our Journey



1930 The Cooperative is formed in Hanson, MA, producing and marketing cranberry sauce under the Ocean Spray® brand.

1931 Ocean Spray® Cranberry Juice Cocktail is introduced to expand the Cooperative's product line.



1930s

1940s



1940 Wisconsin cranberry growers join the Cooperative.

1941 Oregon and Washington join the Cooperative, creating a coast-to-coast business.

1946 The Cooperative begins selling fresh cranberries under the Ocean Spray® brand.

1952 First Ocean Spray® television commercial airs.

1958 Canadian growers join the Cooperative.

1959 The Cooperative changes its name to Ocean Spray Cranberries, Inc.

1959 A Thanksgiving pesticide scare prompts a drop in sales, devastating the industry.



1950s

1980s



1980 Ocean Spray® becomes North America's best-selling brand of canned and bottled juices and juice drinks.

1981 Ocean Spray introduces several major packaging innovations, including the first aseptic Paper Box in the US, as well as the first PET plastic bottle.

1988 The Craisins® brand is born as a dried cranberry ingredient.

1976 The Cooperative expands into grapefruit products.

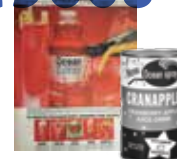
1976 A new advertising campaign centered on the Cran-Man and his Cran-Wagon hits the airwaves.

1976-1977 Headquarters moves to Plymouth, MA.



1970s

1960s



1960- The Cooperative broadens its beverage offering with blends and low-calorie options.

1963 Ocean Spray introduces the first blue and white curling wave logo.

1963 Cranberry Juice Cocktail is available nationwide.

1964 First blend, CranApple™ Cranberry Apple Juice Drink, launches.

1990 Ocean Spray commits to expanding overseas with offices in the UK and Australia.

1990 The Cooperative moves its headquarters to Lakeville-Middleboro, MA.

1993 Ocean Spray introduces the Crave the Wave™ tagline.

1994 Major health research is published substantiating the role cranberries play in maintaining urinary tract health.

1995 Ocean Spray® introduces Craisins® Dried Cranberries into the retail marketplace, fueling growth.



1990s

2000s



2001 The Cooperative's first white cranberry harvest.

2002 Packaging innovation evolves with the introduction of a new rectangular bottle.

2004 Following a long debate over a possible sale, the Grower-Owners vote to remain a cooperative.

2005 "Straight From The Bog®" advertising campaign launches.

2005 Cranberry bogs are brought to the Big Apple with the launch of "Bogs Across America™"

2010 Ocean Spray celebrates its Grower-Owners with the launch of the heritage campaign.

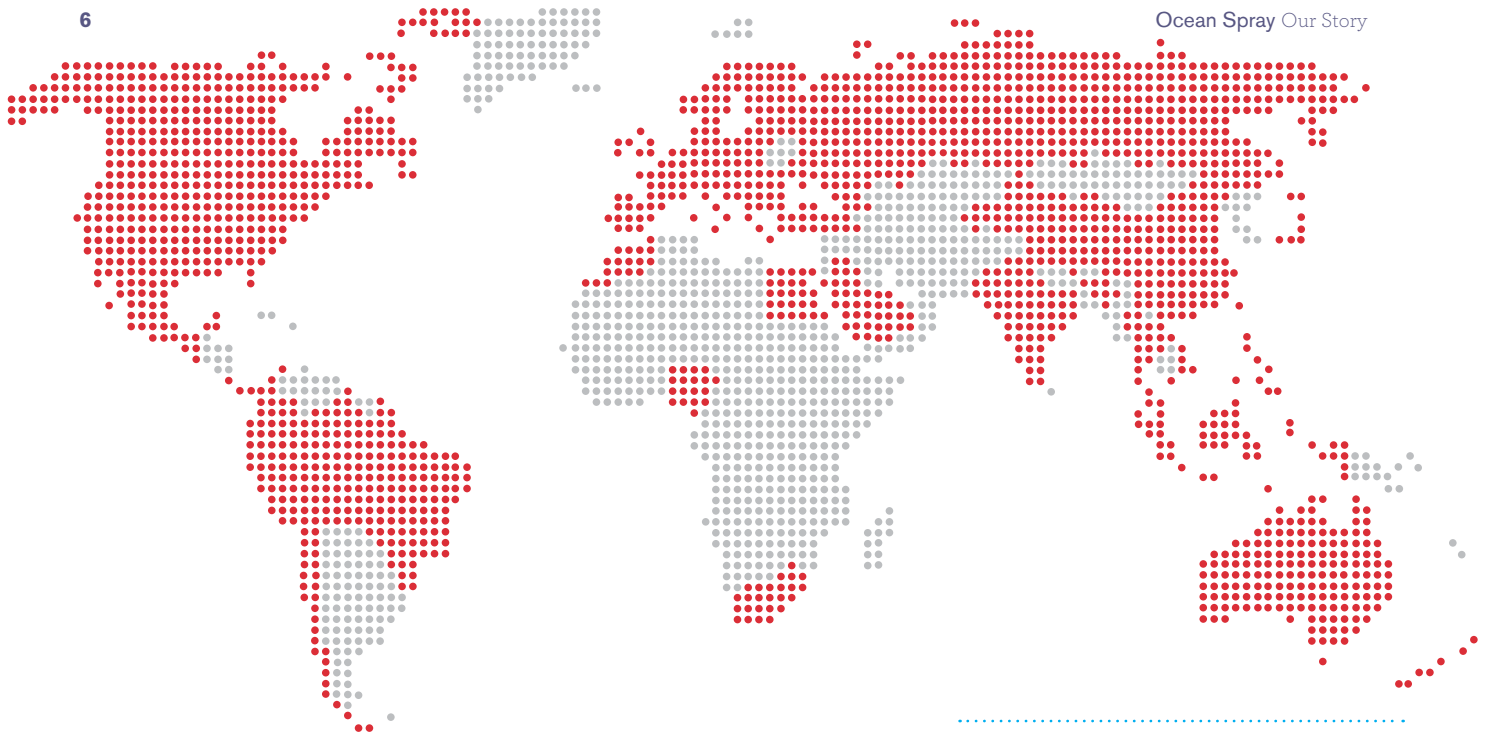
2013 CranChile, the Cooperative's first production facility outside North America, is acquired.

2015 With the launch of PACT® Water, Ocean Spray pioneers the use of cranberry nutritional extracts.

2017 Ocean Spray introduces Cranberry +health™ Juice Drink, its first product designed specifically for health.



2010s



Where We Are



Ocean Spray cranberries are included in 1,000+ products in 100+ countries around the globe.

Locations

Headquarters

Lakeville-Middleboro, MA

Juice Bottling Facilities

Henderson, NV
 Kenosha, WI
 Lehigh Valley, PA
 Sulphur Springs, TX

Dried Cranberries and Concentrate Facilities

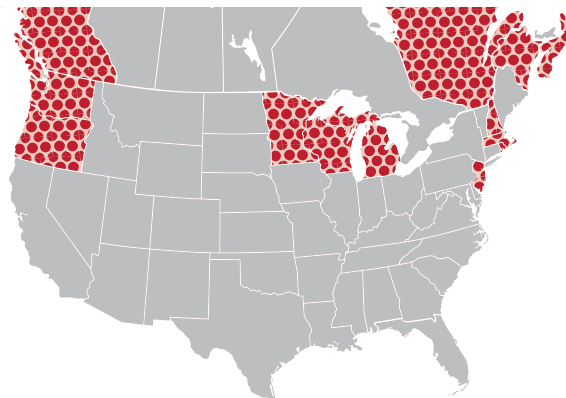
Markham, WA
 Middleboro, MA
 Tomah, WI
 Wisconsin Rapids, WI
 Lanco, Chile
 Manseau, Quebec

The Capital of Cranberry Sauce

Kenosha, WI

Growing Regions

Massachusetts,
 Wisconsin, New Jersey,
 Washington, Oregon,
 British Columbia,
 Eastern Canada,
 Lanco, Chile



 Cranberry Growers

Our Products



Today, Ocean Spray's branded product portfolio offers four amazing ways to enjoy the cranberry:

Beverages

Craisins® Dried Cranberries

Sauce

Fresh Fruit

Health Benefits

Ocean Spray is committed to improving the nutritional profile of our products and to providing options to help consumers feel better about the foods that they eat. Our cranberries provide valuable health benefits:

PACs

Unique PACs (proanthocyanidins) found in cranberries help support urinary tract health. Fifty years of well-documented research support cranberries' urinary tract health benefits.

Polyphenols

Cranberries are also power-packed with polyphenols that can contribute to whole-body health. Cranberries contain more polyphenols per serving than many other popular fruits. Emerging studies also show that cranberries may help support gastrointestinal and heart health due to their rich polyphenol content.

Unique Taste, Heritage and Health

Our unique taste, heritage and health are the master ingredients to our exceptional products. From the cranberry vines on our Grower-Owners' farms and to tables around the world, our beverages, fresh berries, sauces and Craisins® dried cranberries are an important part of consumers' everyday lives.



Our Harvest

...

Each fall – usually from mid-September until around mid-November in North America and March through June in Chile – cranberries reach their peak in color and flavor and are ready for harvesting. For growers, it is the culmination of 364 days of hard work that get the berries ready to rise. A cranberry farm's harvest time is fast, typically only a few days, but it is an incredible process. In fact, a cranberry harvest is one of the most beautiful and unique in the world.

For growers, it is the culmination of 364 days of hard work that get the berries ready to rise.



There are two methods for harvesting cranberries:

Dry Harvest



Fresh cranberries – the ones you buy in your produce aisle – are often harvested using the dry method.

A mechanical picker with metal teeth gently combs the berries off the vine and deposits them in a burlap sack at the back of the machine.

Helicopters are sometimes used to transport the sacks to protect the vines from the traffic of heavy trucks.



Wet Harvest



A bog is flooded with up to 20 inches of water the night before the berries are to be harvested.

The growers then use water reels to loosen the fruit from the vine. Each berry naturally has four tiny pockets of air that allow it to float to the surface of the water.

From there, the cranberries are corralled together, loaded into trucks and delivered to facilities where we make the Ocean Spray® products that fill grocery aisles.



The Mighty Cranberry

...

The cranberry is a powerful fruit. From its unique properties, to where and how it is grown and harvested, to the role it plays on tables around the world, it is truly one-of-a-kind. Long before European settlers set foot in North America, Native Americans discovered the versatility of the cranberry for food, medicine and even fabric dye.

Called “sassamanesh” by Eastern Indians, “ibimi” by the Cape Cod Pequots and South Jersey Leni-Lenape tribes, and “atoqua” by the Algonquins of Wisconsin, it was early German and Dutch settlers who started calling it the “crane berry” because of the flower’s resemblance to the head and bill of a crane.

The cranberry is one of only three native cultivated North American fruits (along with the blueberry and Concord grape), but it is a tart fruit, grown on long-running perennial vines in harsh places – bogs and marshes. Some vines are more than 100 years old and still producing today.

Bogs and marshes contain acid peat soil, ideal growing conditions for cranberries, yet these can’t be found just anywhere. Cranberries are grown in Massachusetts, Wisconsin, New Jersey, Washington, Oregon, British Columbia and Eastern Canada, and Lanco, Chile.



Cranberry Tradition

...

Thanksgiving is recognized as a time to reflect on the things we are thankful for and an opportunity to revel in the foods that have become synonymous with the day – with turkey at its center and the cranberry as a side-dish staple.

Cranberries have long been an important part of Thanksgiving celebrations, dating all the way to the very first Thanksgiving. In fact, *The Pilgrim Cook Book* from 1663 described cranberry sauce! Ocean Spray helped to cement this history by canning ready-to-serve cranberry jelly starting in 1930.

Today, nearly three-quarters of the cranberry sauce served during the holidays in the U.S. is store-bought, and Ocean Spray remains the number-one choice for consumers. In fact, Ocean Spray® cranberry sauce is so essential to the Thanksgiving holiday that, in the 1980s, astronauts, including Dr. Mary Cleave, who were on a mission during the holiday, ate Ocean Spray® cranberry sauce in space!

The cranberry is now a staple beyond Thanksgiving meals. It is included in sauces, cocktails, snacks and many other tasty food and beverages, on formal dinner tables, at backyard barbeques and in lunch boxes around the world.

Cranberries have long been an important part of Thanksgiving celebrations, dating all the way to the very first Thanksgiving.



Our Community Fund



...

Like the fruit we grow and sell, Ocean Spray has strong roots in the communities where we live and work.

As a cooperative of farmers, community is at the heart of everything we do. That's why Ocean Spray established its Community Fund, to help nonprofit organizations that strive to improve the communities where our Grower-Owners and employees live and work.

The Fund distributes grants to support local programs in regions in which Ocean Spray operates, including Massachusetts, Wisconsin, New Jersey, Washington, Oregon, Pennsylvania, Texas and Nevada, as well as British Columbia, Quebec, Nova Scotia and New Brunswick.

Through funding and employee volunteer efforts, Ocean Spray is proud to serve the many places we call home.



Our Environment

...

Ocean Spray is committed to practices that protect natural resources, produce high-quality crops, provide long-term value, and ensure the wellbeing of all workers, employees and communities in which we operate. As active stewards of the environment, our Farmer-Owners conserve on average 5.4 acres of non-cropland that supports wildlife and biodiversity for every acre in cranberry production; this is equivalent to 189,000 acres, or more than 143,000 football fields!

Our farmers have adopted a set of six farm sustainability principles:

Farm productivity for generations

Soil health and responsible fertilizer management

Water stewardship

Ecosystem conservation and biodiversity

Integrated Pest Management (IPM)

Wellbeing for workers and the community

We are dedicated to protecting and conserving water and energy resources while reducing waste and greenhouse gas emissions through multiple initiatives. Our farmers recycle floodwater from bog to bog through canals, flumes and reservoirs. The majority have switched to energy-efficient equipment, and many are transitioning to renewable energy sources. Additionally, we are reducing waste with more than 90 percent of materials being recycled or composted across operating facilities while also pursuing innovative packaging to reduce excess material usage.



Contact Us

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For more information and
media requests, contact:
media@oceanspray.com

Find us at:
www.oceanspray.com
www.oceanspray.coop

